

ROSE VILLA



2019 Social Responsibility Report

A message from Vassar Byrd CEO



Greetings!

I am pleased to share with you Rose Villa's 2019 Social Responsibility Report. We take seriously our role as neighbor and citizen and are proud to share our impact across five key dimensions: environment, culture, community events, education, and wellness.

Our goals for living sustainably, promoting inclusivity, and furthering health and wellness are progressing, thanks to the expertise and commitment of our residents and staff working together. I am especially proud to note that this year was the third year we have been recognized as a Clackamas County Gold Certified Leader in Sustainability, and, for the first time, we were honored as the third highest-rated Healthiest Employer in Oregon by the Portland Business Journal. We are humbled by these honors, as they represent external endorsements of our commitment to sustainability and wellness, demonstrating that our neighbors are watching - and appreciating - our good work.

As you will see in this snapshot of Rose Villa's impact, our community has a big footprint. This reflects both a big heart and a big sense of responsibility and connection. One of our core values is the recognition and value of interdependence. Not only does this mean that everyone has a group of caring and supportive people to help and support them when they need it, it also means that together we are able to do amazing things! Everyone working together is how we gain our superpowers.

Sharing our ideas, resources, creative juices, and laughter with the greater community goes far beyond a simple "good neighbor" feeling. We are committed to the lives we have chosen to live. That is living in community - with each other and within the greater neighborhood, city, state, and region. It includes service to the greater good. It incorporates the explicit recognition of our common humanity. It sometimes encompasses shared pain - certainly, shared strength and grit and determination. Most importantly, it means being aware of the joy of keeping our eyes wide open to the incredible gifts that are around us and the opportunities we can create every day. **Every day.**

Welcome to our slice of the world. It is both intimate and huge. We find the smallest connection can be the door to the greatest contribution. Our journey and dedication to be a responsible steward in our community continues, and we look forward to the additional ways we can make a positive social, environmental, and economic impact within and beyond our 22-acre campus.

I personally invite anyone to provide feedback on Rose Villa's actions and progress. All social responsibility-related communications may be directed to info@rosevilla.org.

A handwritten signature in black ink, appearing to read "Vassar Byrd". The signature is fluid and cursive, written over a white background.

Vassar T. Byrd, CEO



2019 Social Responsibility Report

Rose Villa's mission is to support older adults to live the life of their own choosing. Our vision is to change the face of aging and help create a society that values elders as strong, independent warriors who continue to influence and change the world (and indeed, they are!)

We are driven by a commitment to transparency, accountability and impact – a commitment reflected in our work to make our company, community and the world a better place. Our work focuses on our priority issues: those of health and wellness, sustainability and inclusivity.

Rose Villa works to foster a sustainable environment and culture that treads lightly on the earth, starting with our corner of it. We strive to incorporate ecologically sound and socially responsible practices into everything we do. We are committed to maintaining a sustainable community for everyone who lives, works and visits here.

The impacts measured in the 2019 Rose Villa, Inc. Social Responsibility Report represent our philanthropic commitments on campus and in our greater community. They are an aggregated picture of our short and long-term goals to meet resident expectations and align with Rose Villa's values and priorities. In this report, we cover Rose Villa's calendar year 2019.



Our Leadership

SENIOR MANAGEMENT TEAM

VASSAR BYRD
CEO

DIANE GIBSON
CFO

TINA MOULLET
Executive Director

JENNIFER WERDEL
Director of Marketing &
Communications

LINDA REED
Rose Villa Foundation
Executive Director

MARYHELEN CLAUSING
Director of Social
Services

BOB JUDD
Director of Campus
Development

JOHN SCHALLBERGER
Director of Facility
Operations

ERIN CORNELL
Director of Health
Services

RENÉ SWAR
Director of Wellness

MICHELLE LACROIX
Director of Human
Resources

NORINE MULRY
Director of Food &
Beverage

BOARD OF DIRECTORS

BRAD SMITH
President

CHRIS KRENK
Vice President

GLENN RODRIGUEZ
Vice President

ELEANORE HUNTER
Treasurer

DOUG MORRIS
Legal Advisor

**JENNIFER CONNOR-
SMITH**
Secretary

SARAH SAYLES
Member

ERIC SHAWN
Member

MICHAEL LEAHY
Member



Live the life of your own choosing

Our Mission

Rose Villa's mission sets our community apart. We are singularly focused on our mission of supporting older adults to live the life of their own choosing, within and beyond our campus. How do we accomplish this? We do what no one else does: use the power of community to celebrate everyone in it to make them stronger, braver, and more independent. A deep foundation of interdependence calls forth the singular strength and unique abilities of each person who contributes to it.

Our Values

Our core values are at the heart of everything we do for our residents and for our staff and permeate all aspects of life at Rose Villa.

Start with Yes. We embrace an open-minded approach to decision making and believe no idea is too big or too crazy to be considered.

Embrace Quirky. We encourage you to bring your authentic self to everything you do and not let any preconceived notions about residents, living in community, or the ability of older adults to continue to influence and shape the world.

Curiosity is Critical. We have zero interest in the status quo. Asking questions and challenging everything we think we know makes us and our community better.

Assume Positive Intent. If you live or work at Rose Villa, it's because you believe in our community and what we're doing here. When we let that inform our interactions, we can accomplish so much more because we're in this together.

Our history has a heritage

In the summer of 1957, the Rose Villa retirement community was conceived, originally envisioned as a neighborhood of single-level, garden-apartment style homes for middle-income elders. Initial plans for the site included 90 homes on six acres, but these plans expanded to 195 homes on 13 acres before construction began.

Since its inception, Rose Villa has been served by just five executive directors. Vassar Byrd began her tenure as executive director (now CEO) in July of 2006. Vassar emphasized meeting every resident where they are at, teamwork, and a shared goal to position the organization as a leader in senior living. This vision is largely made possible through innovative partnerships with the community, an emphasis on person-centered care in Madrona Grove Supportive Living at Rose Villa, in-home services provided by Avencia Home Care, and a commitment to sustainability for the future.

The story of Rose Villa has been one of expansion and evolution over the years as well as the legacy of second- and third-generations of residents calling the community home. The first residents took occupancy in September of 1960; and since then, the campus has grown to include 218 independent living homes.

- 1957 - Rose Villa's conception
- 2006 - Vassar Byrd becomes CEO
- 2014 - Phase 1 breaks ground
- 2017 - Phase 2 breaks ground
- 2020 - Phase 3 begins



Awards & Accolades



Portland Business Journal: 2019 Oregon's Most Admired Companies

6,000 Oregon and SW Washington CEOs were asked to select three companies in each of eight categories whom they admired the most. Rose Villa was selected as an honoree in the nonprofit category. This is the first year we have been recognized for this award, strengthening the sector and providing best-in-class employment and service.



Portland Business Journal: Healthiest Employers of Oregon 2019

As a community committed to health and wellness for our residents and our staff, we are honored to be recognized for our efforts in ensuring our workers remain healthy. As part of our total employee benefits package, we provide opportunities for staff to participate in wellness activities that are offered at different times of the day, allowing shift staff to work these in as their schedule permits. These activities include group fitness training, individual fitness training and water exercise, nutrition classes, meditation, smoking cessation support, and more. In 2019, we received our highest placement ever, coming in at #3 for mid-sized Oregon employers.



Environments for Aging: 2019 Design Champions

Rose Villa was recognized as one of five honorees for working to effect meaningful change in the lives of residents, staff, and the greater community through innovative building design.



Oregon Business 100 Best Non-Profits to Work for in Oregon 2019

Rose Villa came in at #12 in the large business category, honored for making wellness a mantra throughout the community by providing employees with free on-site fitness and aquatics access, meditation, yoga, and circuit-training, and subsidized meals at Harvest Grill.



Clackamas County Leaders in Sustainability: Gold status

Leaders in Sustainability is a comprehensive program offered by Clackamas County's Resource Conservation & Solid Waste department designed to support a business's triple bottom line: commitment to economy, environment and community. This is the 3rd year Rose Villa has been recognized as a "Gold" Leader in taking concrete steps to minimize waste, conserve energy and water, invest in employees and support the community.



Daily Journal of Commerce: 2019 Client of the Year

This annual award honors the people and companies that impacted the building, design and supporting industries. Rose Villa was selected Client of the Year for its work and vision in creating The Oaks, the first zero energy senior living neighborhood in the Pacific NW.

Our Impact

ENVIRONMENTAL

Rose Villa incorporates prudent environmental practices into every aspect of our 22 acres. 2019 saw the following accomplishments:

- Constructing the 'Northwest Passage' trail to connect Rose Villa and the surrounding community with neighboring senior community Willamette View, providing access to their river walk and beyond.
- Installing smart irrigation controllers, water efficient irrigation nozzles, and drip irrigation retrofits to be more conservative with water use and shared resources.
- Planting trees to increase tree canopy to mitigate heat island effect, pollution, and sequester carbon in our community.
- Pursuing Backyard Habitat certification and planting native plants in individual yards for local ecosystem benefit.
- Disconnecting downspouts to limit peak discharge into storm water system, and filter water prior to entering river.
- Volunteering to help with invasive plant removal along Laurie Avenue and neighboring properties.
- Investing in battery powered grounds maintenance equipment, lowering emissions from our work, and reducing noise pollution.
- Managing a comprehensive food scrap compost program for all residents and restaurants, diverting over 6 tons of food from the landfill in 2019.
- Providing residents with the opportunity to opt-in to Portland General Electric's Clean Wind program to offset their portion of our carbon footprint.



Birds of The Oaks Zero-Energy, The Oaks Zero-Energy at sunrise

Our Impact

EVENTS

Rose Villa is pleased to welcome the outside community to take advantage of our common spaces. In 2019, we provided space to the following groups at no charge:

- Rose Festival
- Rose Festival Clowns
- Rose Festival Metro Princess Meeting
- Concord Community Stakeholders
- Oak Grove Commons Open Mic Nights
- New Century Players
- Grand Floral Parade
- Wasabi Club Coach Training
- Comfort Dental
- 350.org Meeting
- Oak Grove Community Council
- Portland Business Alliance Networking Meeting
- HAM License Training
- AARP Drivers Safety Course
- MAP-IT Meeting
- Oak Lodge Garden Club
- Citizens Informed and Aware Meeting
- Clackamas Urban Watershed Council
- Navy Commissioning Meeting
- Navy Veterans Meeting
- Rex Putnam Drumline Rehearsal



Our Impact

CULTURAL

Arts and Culture play an important role at Rose Villa. Many of the arts programs we offer are free and open to the public, enhancing the possibility for creative exchange, meaningful dialogue, and relationship building across generations. These include:

- Establishing partnerships with the Milwaukie ArtMOB and Opening Minds through Art to host writing and art created by local seniors, including three “pop-up” gallery exhibits and a permanent exhibition wall.
- Hosting professional artists, poets, and historians to speak about their creative processes and art in our Visiting Artist Series. Ten artists participated in the 2019 series which were free and open to the public.



Our Impact

EDUCATIONAL

Rose Villa residents, staff, and the greater community have many varied passions that were brought to life in free educational programs, including:

- Holding two downsizing events.
- Hosting a climate disruption series.
- Participating in the ZERO Coalition's sustainability week by hosting a panel discussion on zero-energy living and a tour of The Oaks.



Our Impact

FINANCIAL

- Sponsoring the Milwaukie Center Spaghetti Feed and the Milwaukie Center Annual Senior Housing and Services Fair, which provides meals and services to underserved elders in Clackamas County.
- Participating in the annual Pride Parade by sponsoring a float and walking to support equality and inclusion for LGBTQ community.
- Sponsoring Gifted Wishes, which helps to make dreams come true for people who are at end of life.
- Sponsoring the North Clackamas Chamber Christmas Giving Breakfast, which raises money to donate to nonprofit chamber members.



Our Impact

WELLNESS

We promote a culture of wellness within and beyond our campus by incorporating the six dimensions of wellness: emotional, intellectual, physical, social, spiritual, and vocational. We are proud to share our passion for wellness with the greater community by:

- Sponsoring Wasabi Paddling Club Meetings and coach's trainings.
- Hosting the Wasabi Women's Program for their winter practices in the pool.
- Hosting site for classes led by the Taoist Tai Chi Society that are free and open to the public.
- Holding Functional Fitness classes in partnership with Clackamas Community College that are open to the public.
- Inviting PCC Exercise Science students to conduct yearly fitness testing for residents.
- Participating in the annual Alzheimer's Association of Oregon walk-a-thon.



Seen and Scene in 2019



Pride Parade



Alzheimer's Walk



Trolley Trail Festival



Visiting Artist Series



Backyard Habitat Certification



Healthiest Employer Luncheon



Readers' Theatre



Zero Coalition Panel

Welcome to the Neighborhood!



ROSE
VILLA

13505 SE River Road
Portland, Oregon 97222
503-654-3171
www.rosevilla.org

 @rosevillaseniorliving

 @rosevillapdx

 @RealRoseVilla

